

**REMARKS**

**Restriction Requirement**

Applicants note that the Examiner has not indicated the status of pending claims 42-44. As indicated in the Response to Restriction Requirement filed on February 16, 2007, claims 42-44 are among the group of non-elected claims based on the Restriction Requirement issued on January 17, 2007. Thus, Applicants submit that claims 42-44 are pending in the application but have been withdrawn from consideration.

**Statement of Substance of Interview**

Applicants thank the Examiner for the courteous and productive interview conducted on October 2, 2007 regarding the present application. During the interview, Applicants' representative explained the differences between the Treyz reference and the claimed invention. Also, potential claim amendments with regard to claims 1 and 30 were discussed. However, no agreement with respect to the claims was reached.

**Objections to the Claims**

Claim 41 has been objected to under 37 C.F.R. § 1.75(c) as allegedly being an improper dependent claim. Applicants have canceled claim 41 without prejudice or disclaimer thereby rendering this objection moot.

## **Claim Rejections**

### **Claims 6, 12, 29 and 30 --- 35 U.S.C. § 112**

Claims 6, 12, 29 and 30 have been rejected under 35 U.S.C. § 112, second paragraph, as allegedly being indefinite.

With regard to claim 6, the Examiner alleges that the claim recites that a provider is made out of paper. Applicants have amended claim 6 to clarify that the provider in the advertisement providing apparatus provides advertising information in a paper medium. Applicants respectfully request that the rejection of claim 6 be withdrawn.

With regard to claim 12, the Examiner alleges that the claim improperly changes the input information from advertisement information to an identification number. Applicants have amended claim 11 to recite "advertisement information having a store identification number," and have amended claim 12 to recite that the advertisement information comprises only the store identification number. Accordingly, Applicants submit that the advertisement information of claim 11 has merely been further limited by claim 12. Therefore, claim 12 is a proper dependent claim. Applicants respectfully request that the rejection of claim 12 be withdrawn.

With regard to claim 29, the Examiner alleges that the term "mobile" is unclear. Applicants have amended claim 29 to recite "mobile unit." Further, Applicants have similarly amended claims 31, 32 and 36 to recite "mobile unit" in place of "mobile."

The Examiner also alleges that the phrase "advertisement object point" in claim 29 is unclear. Applicants have amended claim 29 to recite "location" in place of "point." Further,

Applicants have similarly amended claims 1, 11, 17, 31, 32 and 36 to recite "location" in place of "point." Applicants respectfully request that this rejection be withdrawn.

The Examiner also alleges that the phrase "visit data issued by an advertisement object" is unclear. Applicants have further amended claim 29 to recite "transmitting to the advertisement providing apparatus distributing the advertisement information actual visit data obtained from an advertisement object" to clarify the meaning of the phrase.

Applicants further submit that the meaning of the term "advertisement object" can be understood from the specification and claim context as the entity to which the advertisement relates, for example, but not limited to, a store. Also, the meaning of the term "visit data" can be understood from the specification and claim context as data indicating that a mobile unit arrived at a location in a predetermined geographic range within which the advertisement object is located.

The Examiner also alleges that the phrase "predetermined range containing the advertisement object point" in claim 29 is unclear. Applicants have further amended claim 29 to recite that "the mobile unit arrives at a location in a predetermined geographic range," thereby clarifying the meaning of the phrase. Applicants have similarly amended claims 32 and 36.

In view of the above, Applicants respectfully request that the rejections of claim 29 be withdrawn.

Finally, with regard to claim 30, the Examiner alleges that the phrase "guiding in a voice" is unclear. Applicants have amended claim 30 to recite "audibly communicating the provided advertisement information." Applicants respectfully request that this rejection be withdrawn.

**Claims 1-9, 11-14, 17, 29-34, 36 and 38-41 ---35 U.S.C. § 102(e)**

Claims 1-9, 11-14, 17, 29-34, 36 and 38-41 have been rejected under 35 U.S.C. § 102(e) as allegedly being anticipated by U.S. Pat. No. 6,587,835 to Treyz ("Treyz").

Addressing amended claim 1, Treyz does not disclose or suggest at least a store apparatus which sends a request to provide advertisement information, wherein the store apparatus processes a billing signal transmitted by the advertisement providing apparatus, as recited in claim.

Treyz is directed to a handheld computing device for shopping assistance (Abstract). Treyz discloses that a local communication link may be automatically established with a user's handheld computing device when in the vicinity of a retail establishment (column 34, line 6-14). However, Treyz is silent as to a store apparatus processes a billing signal transmitted by the advertisement providing apparatus, as recited in the claim.

Accordingly, claim 1 is patentable over Treyz. Claims 2-9, which depend from claim 1, are patentable at least by virtue of their dependence. Amended claims 11 and 17 contain features similar to the features recited in claim 1 and are therefore patentable for similar reasons. Claims 12-14, which depend from claim 11, are patentable at least by virtue of their dependence.

Addressing amended claim 29, Treyz does not disclose or suggest at least an information terminal comprising a visit data transmitter for transmitting to the advertisement providing apparatus distributing the advertisement information actual visit data obtained from an advertisement object when the mobile unit arrives at a location in a predetermined geographic range containing the advertisement object location, as recited in the claim.

Treyz discloses that a local communication link may be automatically established with a user's handheld computing device when in the vicinity of a retail establishment for shopping assistance. Treyz, however, is silent as to such an information terminal as claimed by Applicants.

Accordingly, claim 29 is patentable over Treyz. Claims 30-34, which depend from claim 29, are patentable at least by virtue of their dependence.

With regards to amended claim 36, Treyz does not disclose or suggest at least a store apparatus which sends a request to provide advertisement information, and an advertisement providing apparatus for providing the advertisement information, as recited in claim. Treyz, as noted above with regard to claims 1, 11 and 17, merely discloses a handheld computing device for shopping assistance to which a local communication link may be established when in the vicinity of a retail establishment.

Accordingly, amended claim 36 is patentable over Treyz. Claims 38-41, which depend from claim 36, are patentable at least by virtue of their dependence.

**Claims 10, 18 and 37 --- 35 U.S.C. § 103(a)**

Claims 10, 18 and 37 have been rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Treyz. Applicants have canceled claim 10 without prejudice or disclaimer thereby rendering its rejection moot. Applicants now traverse the rejection of claims 18 and 37.

Applicants respectfully submit that claims 18 and 37 incorporate the features of claims 17 and 36, respectively, from which they depend. Since Treyz does not disclose or suggest the

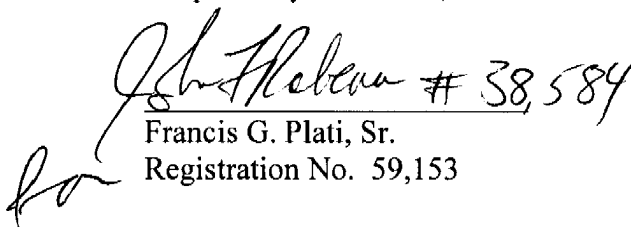
above-noted features of independent claims 17 and 36, claims 18 and 37 are patentable at least by virtue of their dependence.

### Conclusion

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,

  
Francis G. Plati, Sr.  
Registration No. 59,153

SUGHRUE MION, PLLC  
Telephone: (202) 293-7060  
Facsimile: (202) 293-7860

WASHINGTON DC SUGHRUE/265550

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CUSTOMER NUMBER

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